National Congress Bulletin

OVEMBER 1961 • PUBLISHED BY THE NATIONAL CONGRESS OF PARENTS AND TEACHERS • CHICAGO 11 • VOL. 29, NO. 3

Monthly Message to Local Presidents

AND NOW IT IS NOVEMBER! How time ies! No doubt your fall membership en-ollment has been completed—except, of ourse, for people who were not at home hen the call was made, or for new milies who may move in to your com-unity. (And these we will enroll in the ays ahead, since membership enroll-ent is never actually over.) Enrolling embers is only the beginning. Recog-izing the potential of these new mem-ers and putting them to work will be our responsibility as president.

For P.T.A.'s November has some very ecial days and weeks. First, there is ection day, and what a privilege that ay is for us in America. Whether an ection is for president of the U.S., for enators and congressmen, for governor, r members of the state legislature, or r local officials, voting is a privilege to e used wisely and well, but to be used *ways*. Go to the polls yourself, urge embers to vote, and help all to recog-ize that to live in a democracy is a onderful privilege and a way of life to e cherished. No one tells you how to ote. No one knows how you use your rivilege as you pull the levers on a oting machine or mark the paper bal-t. The secret is yours, and remains hat way.

THEN COMES American Education Week, with its theme: "Your Schools: Time for a Progress Report." This year narks the forty-first annual observance f this important week, and it is my hope hat every one of the 47,000 P.T.A.'s in membership with the National Congress vill highlight the topic in some signifi-ant way. Work with your superintend-nt and principal on the program for American Education Week. Thus the ommunity will know that together the chool and the P.T.A. are carrying out

• Mrs. Jenkins at her desk in the National Headquarters.

our resolve to "praise our schools justly and soberly appraise our own efforts to support them."

You will not want to forget Veterans Day, November 11, when each community pays a silent tribute to those who have given their lives that the world may be a better place in which to live—for us, our children, and our grandchildren. This year, as we stand silently, may each of us pray that wisdom and strength may come to those who guide the destiny of our country.

NOVEMBER also means Book Week—a time to put special emphasis on family reading aloud, on care in the selection of children's books, on whetting the appetite for good books that will grow as the child moves through adolescence to adulthood.

No chance of our forgetting the day set aside by presidential proclamation as Thanksgiving Day. A day for giving thanks for material and spiritual blessings, a day long dedicated to family reunions—a gathering of the generations.

As a child, I remember vividly Thanksgiving at the home of my grandparents. Each grandchild was expected to come prepared to recite something newly learned, to sing, or to tell in his own words a story from a much loved book. This was a tradition in our family. There was a great air of festivity, of warmth, of love. As Grandmother's door opened for us, each in turn would draw a deep breath, the better to savor the delicious aroma that filled the house. It took hours to eat the turkey-with-all-the-trimmings dinner, there was such gaiety and fun. As we sat down, every head was bowed, and Grandfather would offer an eloquent prayer of thanksgiving. These are dear memories of a wonderful childhood.

MAY YOU SET ASIDE your responsibilities as president of your P.T.A., and enjoy not only Thanksgiving Day but all the days of preparation, with their fun and excitement. Perhaps you will be packing to go to the grandparents, perhaps preparing for them to come to you. In any event, I hope that your family will be together, and that together you will spend a happy, blessed Thanksgiving Day. Together may you and your children have a day long to be remembered!

Margaret E. Jenkins

MRS. CLIFFORD N. JENKINS, *President*
National Congress of Parents and Teachers

National Life Memberships:

Significant Giving for Founders Day

THE OBSERVANCE of Founders Day is a tradition of long standing in our parent-teacher organization. How many birthday cakes with candles of blue and gold are lighted each February!

It is good that we honor our inspired Founders, Mrs. Birney and Mrs. Hearst. We should keep the membership reminded of their devotion and initiative. It is also good that we honor our present leaders, not only P.T.A. leaders but other leaders in the community who are concerned with child welfare.

Have you thought of presenting the P.T.A.'s highest honor to a dedicated and devoted leader—a leader in the P.T.A., in the school, in the community? A National Life Membership is an award given to a select group—those who have demonstrated through years of activity their concern for children. Do you not see in your community an individual who has steadfastly and courageously promoted a constructive program for children—in the field of juvenile protection, recreation, health, strengthening home and family life—and who therefore is deserving of a National Life Membership?

Our parent-teacher organization has tremendous national and international prestige. Thus when we give a National Life Membership to a deserving person, we are presenting something that will be treasured and valued by the recipient, whether or not he is a member of a P.T.A.

• At its Founders Day meeting last year the Hammond (Indiana) Council presented a National Life Membership to Mrs. G. H. Jacobson, its first president, whose record of parent-teacher service is long and illustrious. In the picture, from left, are Laurence Boone, principal of Maywood School, who made the presentation; Mrs. Jacobson and her husband; Mrs. Jay M. Steinmetz, serving as general chairman of the meeting; and Mrs. W. F. White, district director.

Some councils hold a festive Founders Day celebration at which they award National Life Memberships. Whom do they honor? The husband of a devoted P.T.A. leader (the Grand Rapids, Michigan, Council honored both Mr. Parker, the husband of our immediate past president, and Mr. Keeler, the husband of a former national vice-president), or the superintendent of schools, or the juvenile court judge, or the health officer.

A Founders Day celebration is an especially appropriate occasion on which to present a National Life Membership. Since a Life Membership symbolizes not only outstanding services already rendered but also an ever expanding program of service for children and youth, your Founders Day program grows in significance when it also becomes the occasion for conferring such Memberships on deserving persons.

Why not start plans now to include the presentation of a National Life Membership as a part of *your* Founders Day celebration? You'll find information on how to give a Membership on page 2[illegible] of your *Parent-Teacher Manual.*

MRS. NEWTON P. LEONARD
A Director of The Endowment Fund
National Congress of Parents and Teachers

NATIONAL CONGRESS BULLETIN
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TEAMWORK DOES IT
TEAM UP TODAY
JOIN THE P.T.A.

THE P.T.A. STORY ON FILM

THE DRAMATIC STORY of the P.T.A. and its achievements is vividly told in a new National Congress film, *Where Children Come First*, which is now ready for distribution. This 28-minute, 16mm color film captures the spirit of the P.T.A. as it goes about its work, striving to build an ever better and finer America through local, state, and national action.

To show how the activities of the National Congress keep pace with the needs of growing children in today's complex society, the film depicts a variety of P.T.A. programs—for example, parent education discussion groups in action, a National Congress project in continuous health supervision, a program of traffic safety near a suburban elementary school, a P.T.A. meeting in which junior high school students participate in planning a teen-age code of behavior.

Because it will sharpen every viewer's appreciation of the scope and grandeur of the parent-teacher organization and its manifold activities on behalf of children and youth, the film will be especially suitable for showing at Founders Day observances.

Where Children Come First was produced for the National Congress by Dallas Jones Productions, Inc., of Chicago. It is available only from the National Congress of Parents and Teachers, 700 North Rush Street, Chicago 11, Illinois. It may be purchased for $100, or rented for five days for $10.00.

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EGISLATION RECOMMENDATIONS FOR STATE CONGRESSES

• 1961–1962 •

TATE and local legislation, as well as federal, is needed to "secure adequate laws for the care and protection of ildren and youth." Once the necessary laws are passed, erest must be sustained to ensure high standards of adminis- tion and enforcement. The Board of Managers of the ational Congress of Parents and Teachers urges each state ngress to consider the following areas for study and action, of which involve *state and local* legislation.

doption and Guardianship of Minors

Each state congress is urged to continue careful review the current and proposed state legislation for adoption d guardianship of minors.

bjectives of adoption laws should be to protect:

The child from unnecessary separation from parents, from adoption by unfit persons, and from interference in the adoptive home.

The natural parent from hurried decisions to yield a child.

The adoptive parents from hereditary defects of a child and from disturbance by the natural parents.

Inheritance rights of all adopted children.

mong the procedures for adoption that help to achieve the bove objectives are included:

Preservation of the child's identity without stigma.

Examination of adoption placements by a qualified social agency on behalf of the court.

Safeguarding the new parental rights by termination of the rights of the natural parents.

Holding adoption proceedings in the home state of petitioners for adoption, in their local community, and in a court with jurisdiction over children's cases.

Keeping court hearings and records confidential.

Obtaining consent to adoption from the natural parents or person or agency legally responsible.

Provision for trial period of adoptive residence, including visits by authorized agency representative.

Each state congress is urged further to observe the significant gains made in the legal bases and practices for adoption and guardianship of minors during the past decade, which should be used as the basis for continued emphasis in this area.

Child Labor

• Each state congress is urged to bring state laws up to the standards of the federal Fair Labor Standards Act, and be alert to defeat attempts to weaken existing child labor statutes.

Federal control of child labor, which is administered through the federal Fair Labor Standards Act, applies only to industries engaging in interstate commerce or producing goods for shipment in interstate commerce. In all other cases, each state makes and enforces its own child labor laws.

The federal Fair Labor Standards Act, as amended, gives the federal government authority to prohibit the employment of children under sixteen in any state while school is in session. (The children of migrant workers present the greatest problem in this field.) Fifteen occupations have been declared hazardous for children under eighteen and are closed to them. There is no protection under this law for newsboys.

Child Welfare Among Agricultural Migrant Families

• Each state congress is urged to study the situation of migrant children within the state, and work in cooperation with the state governor, state committees, and appropriate agencies in developing programs to meet the needs of these children.

Seasonal agricultural labor is important to the economy of many states, and the crops harvested by this labor force are vital to the health and welfare of the American people. It has been estimated that annually as many as one million persons suffer the disadvantage of following the crops. Because these families move from state to state, their children fail to receive the education, health, safety, and welfare services available to resident children. They are generally not well accepted in the communities through which they pass, with the result that their education is sketchy, they are missed in immunization campaigns, their remediable defects are not cared for, they often suffer from severe malnutrition, and many are illegally employed. Even the limited services available to nonresidents often fail to reach them.

This complex problem requires study and teamwork for solution. The services of state departments of education, public health, and public welfare, and of state labor commissioners are involved as well as those of local communities and private agencies. Some cooperative arrangements with other states may be desirable.

Coordination of Efforts for Child Welfare Legislation

• Each state congress is urged to work for the establishment of a state commission or council composed of representatives of state agencies and organizations concerned with the welfare of children and youth.

Such a commission or council can be most effective in coordinating efforts to secure legislation needed to improve services for children and youth.

Education and Related Services

Children of U.S. Citizens Serving Overseas. Each state congress is urged to take action to assure that children of U.S. military and civilian citizens on overseas duty be eligible for the same privileges of higher education, tuition, fees, and scholarship awards as students resident in the United States.

Compulsory School Attendance. Each state congress is urged to be alert to any plan to lower the age limit in the compulsory school attendance law.

Educational Needs Beyond the High School. Each state congress is urged to study the need for extending educational opportunities and facilities to include post-high-school and vocational schools and community and junior colleges, as well as institutions granting degrees; and to support legislation to meet the need.

National Defense Education Act. Each state congress is urged to help create public understanding of the services

offered by the National Defense Education Act and to stimulate action necessary to implement its provisions without curtailing or jeopardizing present school programs.

The National Defense Education Act, passed by the Eighty-fifth Congress, is now Public Law 85-864. The Act is a complicated one and to become effective requires study and action by state legislatures.

School Lunch. Each state congress is urged to exercise its influence in securing the appropriation of state funds needed to match federal funds for the school lunch program.

So-called Colleges ("Diploma Mills"). Each state congress is urged to be aware of the evils of "diploma mills" and the ease with which "unethical groups" may secure a charter for a so-called college; and where these are proposed or found to exist, be prepared to do all in its power to help abolish such dishonest practices.

Juvenile Protection

● In seeking to improve protective services for children and youth, there are several areas in which every state congress should be concerned.

Juvenile Detention. Each state congress is urged to study conditions under which juveniles are detained in court custody and then determine whether state or local legislation is needed to improve these conditions or more adequately protect the interests of the children and youth who are affected by them.

The result of such a study should indicate whether better laws, better administration, or greater public understanding of the problem is needed in the state *and whether study, treatment, and training of these children and youth can be sufficiently introduced in the detention period.*

Protection from Undesirable Environmental Factors. Each state congress is urged to consider any appropriate legislation that may be needed to protect juveniles from undesirable environmental factors such as pornographic literature and materials, or the sale of switchblade or gravity knives.

Protection from Sex Offenders. Each state congress is urged to consider the need for improvement and enforcement of laws for the protection of children and youth against molestation by sex offenders, with proper investigation and treatment of the offender.

Narcotics Control. Each state congress is urged to consider whether it needs to encourage state and local action to secure adequate state laws and county and local ordinances for the control of the drug traffic and the enforcement of such legal controls as now exist.

Library Services

● Each state congress *is urged to continue to utilize the Library Services Act to maximum advantage in order to encourage state and local support for* the needed state funds to match federal funds.

The Library Services Act has been extended for five *more years (until 1966).* Public library services should be available to all on an equitable basis.

Mental Health Services

● *Each state congress is urged to study unmet needs for local mental health services, to determine whether state and local appropriations are needed, and to support securing of funds to provide adequate mental health services to children and youth in school and community.*

Safety

Community Safety. Each state congress is urged to encourage community surveys to the end that appropriate legislation may be enacted to safeguard children from hazards such as plastic bags, poisons, insecticides, detergents, drugs, unused wells, abandoned buildings, iceboxes and other air-tight chests, unprotected quarries and pits, and irrigation ditches in residential areas.

Fire Prevention. Each state congress is urged, because of the great losses in human lives and property each year through fires, to give full cooperation to governors, mayors, school superintendents, and all officials in the fields of education, engineering, and enforcement in efforts toward fire prevention, such as the following:

Strengthening and enforcing fire prevention laws.

Strengthening and enforcing fire prevention provisions of building codes.

Fireworks Control. *Each state congress is urged to work toward strengthening state laws for the protection of children from the sale or use of fireworks and to encourage the enforcement of such laws.*

Federal legislation that prohibits transportation of fireworks into any state in which sale or use of fireworks is prohibited by state law does not affect state laws regulating the manufacture, sale, use, or possession of fireworks. It is intended, rather, to strengthen state statutes where they already exist.

Racing Restrictions on Miniature Motor Vehicles. *Each state congress is urged to study the need for restrictive measures to curb racing by children under auto-driver-licensing age in small motorized vehicles known as "Karts" and "Go-Karts."*

Traffic Safety. Each state congress is urged, because of the ever increasing number of highway traffic accidents, to work for:

Enactment of state driver-licensing laws conforming to national standards, to the end that every driver of an automotive vehicle may be physically, mentally, and emotionally fit to drive and fully aware of his responsibilities to the public as the operator of a motor car.

Enactment and support of legislation for driver education.

Enactment of legislation to provide chemical tests as a means for determining intoxication of drivers.

Enactment of modern, comprehensive, and uniform traffic laws and ordinances based on the Uniform Vehicle Code and the Model Traffic Ordinance.

Enactment of laws requiring all owners of motor vehicles to carry such public liability and property damage insurance—or prove personal responsibility—as will give proof of their ability to pay for personal injury or property damage caused by motor vehicles owned or operated by them.

Enactment of laws providing for budget and personnel organization adequate to enforce laws governing traffic safety.

Italics are used throughout to indicate new material.

The PTA Magazine

PROMOTION NEWS

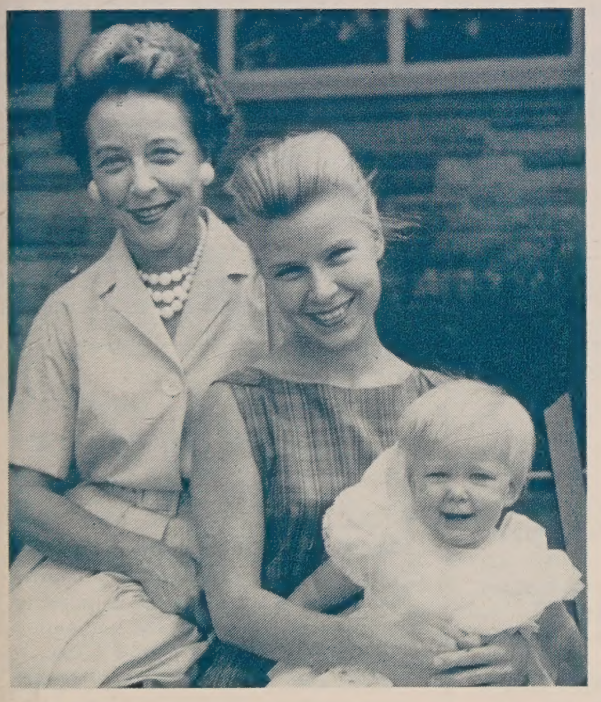
VOLUME 21 • NOVEMBER 1961 • NUMBER 2

ARM GREETINGS TO ALL MEMBERS OF IE PTA MAGAZINE TEAM:

ONE OF THE MOST widely known and successful salesmen of our time says "Selling a simple matter." His formula for perior selling is . . .

See a lot of people;
Show them all the product;
Ask them all to buy.

This approach to salesmanship is so streamlined that one might think it had been tailor-made just for the P.T.A. And it's "a natural" as a plan for selling subscriptions to The PTA Magazine. Let's think it through together:



• Mrs. Johnson, national Magazine chairman, together with her daughter Mary (Mrs. H. C. Underwood) and granddaughter Sarah. This picture was taken during a P.T.A. summer leadership institute at Juniata College (Huntingdon, Pennsylvania) where Mrs. Johnson and her daughter alternated teaching and baby-sitting duties.

See a Lot of People

■ There isn't a group in the world that has a better reason or a finer structure for seeing a lot of people than the P.T.A. To start the Magazine wheels rolling, we need a large sales force. This is easy too. A simple combination of two large representative P.T.A. committees, The PTA Magazine and membership, for example, will total enough people to cover any school community without exhausting any one person.

■ So we have the numbers. Now, whom shall we see? Our vast consumer population is composed of . . .

People who are P.T.A. members now.
People who were P.T.A. members formerly.
People who will naturally be the new P.T.A. members because their children are attending school for the first time.
People who have never been a part of the P.T.A.

■ When we call on any of these folks, we must be prepared to answer their questions about the P.T.A. Some of them, like yourselves, will want to know what they can give. Many will be interested in what they will receive. Still others will ask what the P.T.A. does. As we explain the P.T.A. and its advantages, we are bound to find just the right spot to . . .

Show Them All the Product

■ Of course we know that the Magazine will sell itself if it is shown enough. But it is up to the "salesman" to show--to point out its superior qualities, which include

Topflight articles on education, child psychology, and child development.
Motion picture and TV guides.
Materials for studying, discussing, and understanding the needs and problems of children and youth.
Cover-to-cover authoritative information, with no advertising fillers.

These and many other plus points can be tucked away in our heads ready for use when we show the Magazine.

(Continued on next page)

(Continued from preceding page)

■ We are supposing, of course, that we ourselves are completely "sold on the Magazine." We are if we know it thoroughly; we know we are promoting the very best product of its kind. Convincing others of its quality, then, is a simple matter--an outgrowth, we might say, of our own enthusiasm. A real down-to-earth study of the pamphlet Promotion Ideas for The PTA Magazine coupled with a thorough reading of each issue of the Magazine is bound to make us confidently proud that there is no project more important in the entire parent-teacher program than the promotion of our official spokesman, The PTA Magazine.

After such preparation we know that we are offering a real service to P.T.A. members and others in our communities when we . . .

Ask Them All To Buy

■ Ask them to subscribe for themselves--mammas, papas, teachers, educators, grandmas, grandpas, aunts, uncles, doctors, clergymen, businessmen, service people, and so on and on. Perhaps too they will subscribe for others on your list or not on your list. Many people appreciate the suggestion of subscriptions as Christmas or Sunday School gifts and as gifts to go overseas or to young married couples or youth-serving agencies. Your list of such suggestions can be as long as imagination will allow, for there is scarcely a spot in our society where the Magazine cannot be helpful.

■ Now, as we apply this simple three-step formula for selling, I believe we should not be too discouraged if our percentage of sales is not immediately as high as we expect. The people who do not subscribe on our first try will be names on our prospect list until they are convinced that they need the Magazine. For these persons we should try to create new approaches, perhaps by . . .

Discussing with them the interesting possibilities of an article coming out in next month's Magazine.

Putting an enthusiastic subscriber in touch with them.

Giving each of them a back copy that contains an article especially geared to his interests.

■ Conversely, if the number of sales should surpass our hopes (and I'm guessing it will), there still should be no chance of our settling back into rocking-chair comfort because of work well done. This job is never really finished. There will be new members and new residents to see, renewals to gain, and always the challenge of increasing Magazine readership. But whatever our progress, let's be assured of this fact together: The more calls we make, first and repeat, the more Magazine subscriptions we sell.

■ I hope you are as enthusiastic as I am about the value of the service you and I have been asked to give. Sharing something that you know is "just plain good" is the most rewarding of experiences. This "something" might be a delicacy from your kitchen or a prize from your garden or greenhouse. But in this case it is the best of the best, for in our PTA Magazine effort we are sharing food for the mind and soul.

Sarah E Johnson

Mrs. Horace H. Johnson
National Chairman
The PTA Magazine Committee

THE
P.T.A.
MAGAZINE

WE MISS YOU!!!

The "tape" used for addressing this card tells us your subscription to the MAGAZINE has expired.
We hope you will enclose this card and a check or money order in an envelope NOW!! Only $1.50 — a year.

Name _____

Street _____

City _____ State _____
(zone)

Unit _____

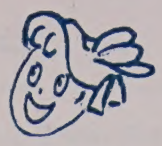
P.T.A. MAGAZINE
Send to--700 N. Rush St.
Chicago 11, Ill.

Thank you,
Your State Chairman
Mrs. R. A. Fancher

IF THEY DO EXPIRE

• Last summer when the Minnesota Magazine chairman, Mrs. R. A. Fancher, received from the National Magazine Office a list of persons in her state whose subscriptions had expired, she decided on some initial follow-up action: She pasted the names (with accompanying addresses) on mimeographed postcards and put them all in the mail. The card shown here is a copy of one sent in by a renewer to the Chicago Magazine office.

Show Them All



HE MORE WE STRESS the use of The PTA agazine, the more we help members realize ow much they need issues coming regularly nto their homes.

ere, for instance, are some of the ways arent-teacher groups have demonstrated he values of the Magazine:

East Tallahatchie P.T.A. in Mississippi on special recognition from the state ongress for its use of the Magazine in romoting interest in a proposed school uidance department. The P.T.A. sent ards to all subscribers asking them to e sure to read the article "Child Guid- nce in Your School" by William G. Hol- ister, M.D., in the October 1960 issue.

his same unit reported that it had given ome emphasis to the Magazine at each of ts regular meetings and had found the agazine most helpful in planning its book air. End result for the East Tallahat- hie P.T.A.: a 144 per cent increase in ubscriptions.

Duling Elementary P.T.A. in Jackson, nother Mississippi Congress unit, called ttention of "preschool parents" in the hole school district to the P.T.A. pro- ram in general and its emphasis on good eading in particular by sending them ample copies of the Magazine.

A round table on The PTA Magazine at he Illinois Congress convention provided elegates with suggestions on how Magazine rticles can stimulate interest in P.T.A. eetings and thus build up a more active embership.

Study-discussion courses in the Maga- ine were stressed at the annual meeting f Virginia's Natural Bridge District when harles Caldwell, Valley vice-president, ed participants in a demonstration of heir use by members of parent and family ife education groups. "One of our better district meetings" was the outcoming eport.

So well did Norman Ray, Connecticut egional vice-president, point up the alues of The PTA Magazine in P.T.A. pro- graming and as a guide in raising children hat 15 more members added their names to the subscription list during the District No. 6 spring conference.

- The John W. Burke School P.T.A. (Macon, Georgia) is using the school-age programs in one of its four-hour study courses. "This is the first time our P.T.A. has used the outlines," reported the president, Mrs. A. P. Thompson, "and we are pleased with them."

Mrs. Thompson said in the March 1961 state bulletin that if more P.T.A.'s would use these discussion guides, more people would subscribe to The PTA Magazine.

- Finding the health of their youth endangered, the Clinton County Council in Missouri, in cooperation with the American Cancer Society, planned a program on "Don't Let Tobacco Trap Your Teen-ager," building it from The PTA Magazine article (March 1961) of that title. A filmstrip, "To Smoke or Not To Smoke," and comments by school and medical personnel rounded out the program.

- In Cleveland, Ohio, the Buhrer P.T.A.'s timely project of informing children about the menace of the molester was sparked by a coloring sketch prepared by the Federal Bureau of Investigation and published in the January 1961 issue of The PTA Magazine. The P.T.A. developed the project with free copies of the sketch from the FBI for the school children, a coloring contest, and a showing of the film Dangerous Stranger (in cooperation with the police department).

- How the Illinois Congress puts The PTA Magazine to work as the "basic printed resource" in its leadership training program is the subject of a three-page article entitled "Leadership Can Be Learned" in the September 1961 issue of The PTA Magazine. Another recent Magazine article, "City-wide Discussion in Cincinnati: A Parent Education Program" (October 1961 issue), describes the Magazine's helpfulness in a parent education program sponsored by the Cincinnati public schools and P.T.A. councils.

Watch the Magazine feature, "Keeping Pace with the P.T.A.," too, for the items it frequently presents about P.T.A.'s that are finding The PTA Magazine an all-important aid to their programs and projects.

IT'S A PRIZE!

MORE AND MORE parent-teacher groups are finding that the most appreciated prize or award of all is one that's always appropriate and available, and inexpensive too--a PTA Magazine subscription. And by giving subscriptions they also give the Magazine prominence and publicity, which in turn open up broader avenues for subscription-takers.

★ The Highland Park P.T.A. (Columbus, Nebraska) made someone happy at its "covered dish dinner" with a PTA Magazine subscription door prize. School board members and teachers were the guests of honor.

★ District 4A of the Indiana Congress rewards with a Magazine subscription the unit having the largest attendance at its spring school of instruction. In this way the district hopes to acquaint more P.T.A. members with the Magazine.

★ Five units and a council in Connecticut received gift subscriptions to The PTA Magazine--one of four "resource awards" to be used by their P.T.A. and their school--for outstanding participation in the state-wide school guidance program and presentation of their projects at the state convention.

★ Three councils in South Carolina's District One received Magazine subscriptions for boosting their attendances at the district conference last year.

★ The best "witty ditties" received from Washington P.T.A. members by the state Magazine chairman, Mrs. Fred A. Max, will earn Magazine subscriptions for their creators. The ditties selected will "spot" the bulletin and some of the other materials supplied by the state congress--such ditties as

If you must lead
Then you must read.
Buy The PTA Magazine.

WRAP UP YOUR HOLIDAY SHOPPING PLANS WITH PTA MAGAZINE SUBSCRIPTIONS

WHEN YOU GIVE
THE
PTA
MAGAZINE
YOU GIVE:

- Help in rearing happy children.
- Answers to many everyday problems.
- Insight into the behavior and development of children.
- Latest information on "what's happening in education."
- Ideas and aid for P.T.A. programs, projects, study-discussion groups.

TO CALL ATTENTION to the gift possibilities of P.T.A. Magazine subscriptions, why not insert slogans or ditties like these in your P.T.A. newsletters, bulletins, or what-have-you? (Better add a footnote on prices and how to subscribe too!)

For good giving, give good reading: The PTA Magazine

For time-saving, easy-chair holiday shopping, give The PTA Magazine

Your giving is gifted if you give The PTA Magazine

What gift wraps, addresses, and sends itself? The PTA Magazine!

The present with the brightest future--that's The PTA Magazine

If your heart is bigger than your pocketbook, give The PTA Magazine

Holiday sparkle lasts all year long with PTA Magazine subscriptions

For a thoughtful gift--summer, winter, spring, and fall--our PTA Magazine's best of all!

WHEN YOU ORDER holiday gift subscriptions, the Magazine Office will, at your request, announce your gifts by sending a beautiful "Season's Greetings" card to each recipient.

P.T.A. BULLETIN BOARD

BRIEF ITEMS OF CURRENT INTEREST

FOR AND ABOUT P.T.A.'S AND THEIR FOUNDERS DAY ACTIVITIES

• **THE WORLD-WIDE RANGE** of parent-teacher interests came to light in the Founders Day observance held by the John Marshall High P.T.A. (Cleveland, Ohio). Officers in costumes, decorations, and refreshments—all lent international flavor. High light of the evening was the discussion of home, school, and social life by a panel of six foreign-born students attending school in the community.

• **AN AUDIENCE** of 3,500 watched the Arlington (Texas) City Council's cast of more than a thousand present the pageant "Founders Day, the American Way." Seventeen persons were surprised with gifts of state life memberships during the presentation.

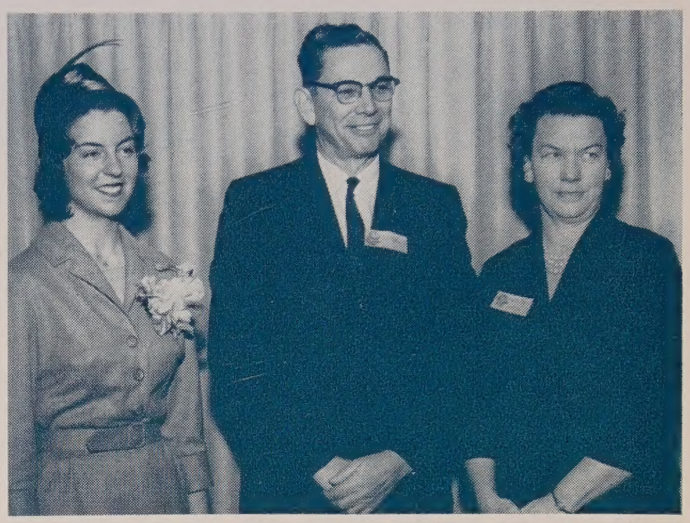
• **A MUCH BETTER UNDERSTANDING** of the parent-teacher organization—local, state, and national—was agreed upon by members and guests as the outcome of the mock TV program presented jointly for Founders Day by P.T.A.'s in Dowagiac, Michigan. The script for this program ("Meet the P.T.A.") appeared originally in the January 1961 issue of *The PTA Magazine* and is included in the *Founders Day 1962* booklet.

• **HOW DEVOTED P.T.A. EFFORTS** have helped to bring about school improvements was demonstrated in "Education Through the Years," the informative Founders Day program carried out by the Arsenal Technical High School P.T.A. (Indianapolis, Indiana). High school speech students helped to write the episodes and do the acting.

• **A POSTER PROCLAIMING** achievements of the Littleton P.T.A. (Monticello, Maine) in its five years of existence lent impact to a skit the unit gave at its Founders Day meeting. The skit stressed the many ways the P.T.A. helps the community and its schools.

• **A TOUCHING GLIMPSE** of the P.T.A. Founder's family life was revealed to persons at the Founders Day gathering of the No. 33 School P.T.A. (Rochester, New York) when one of the officers read "Great Grandmother Birney and I," an article in the February 1960 issue of *The PTA Magazine*. Also featured was an interpretation of the P.T.A. emblem and the skit "What P.T.A. Means to Father" *(Founders Day 1957* booklet).

• **THE QUIZ PANEL** called "Information, Please, on the P.T.A." provided the Westlake-Thaddeus Stevens P.T.A. (Pittsburgh, Pennsylvania) a novel way of amplifying facts about the parent-teacher organization. The Founders Day audience was invited by panel members to ask questions on P.T.A. Objects, history, activities, programs, and so on.



• Guest speaker at the Founders Day luncheon of the Lawton (Oklahoma) Council was Mrs. Clifford Jones, Jr. (left), great granddaughter of Alice McLellan Birney, a Founder of the National Congress of Parents and Teachers. With her here are John D. Shoemaker, superintendent of schools, and Mrs. Fred Whitehead, Council president. Mrs. Jones related events in the life of her great-grandmother and described the qualities of mind and spirit that led her to devote her life to building a better world for children.

• **TO CLARIFY THE** "Meaning and Purpose of the P.T.A.," the Founders Day panel of P.T.A.'s in the Eastchester School District No. 2 (New York) discussed What the P.T.A. Has Given Our Schools in the Past, A Brief History of Our P.T.A., What a Member Expects from the P.T.A., and What an Educator Expects from the P.T.A. (by the superintendent of schools).

• **TO EMPHASIZE THE NEED** for continuing P.T.A. action, the Kansas City, Kansas, Council's Founders Day meeting featured students from the city's four high schools in a panel discussion, "Meet Our Youth." One of the school principals served as moderator.

• **THE TENNESSEE CONGRESS** is offering awards this year for excellence in Founders Day programs. A Gold Seal Certificate will go to the local unit whose Founders Day observance is judged as best in its district. From these fifteen certificate-winning programs will be chosen the one that is worthy of the state Grand Award (a bronze plaque). The programs will be judged on the bases of the subject matter (50 points), originality (25 points), and staging and presentation (25 points).

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- **EACH YEAR ON FOUNDERS DAY** the P.T.A.'s in Lewiston, Idaho, and Clarkston, Washington, hold a "border conference" to commemorate the P.T.A. birthday. Excellent attendance is assured, for it is always a matter of friendly rivalry as to which of the two cities (situated on opposite sides of the river in sight of each other) will have the greatest attendance at the lively meeting.

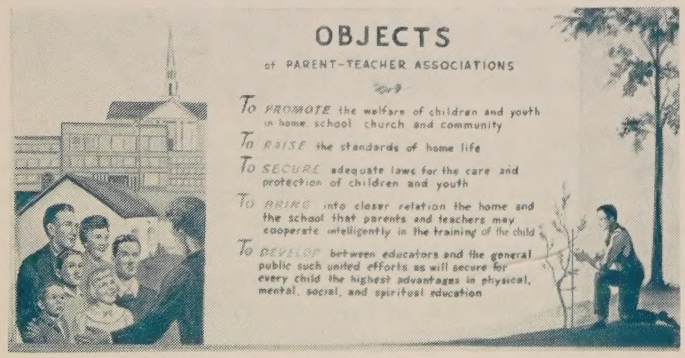
- **"HOW THE P.T.A.** Can Aid in Combating Juvenile Delinquency and Its Problems" was the subject of an address that challenged more than 350 persons at the Founders Day banquet sponsored by the Cambria County (Pennsylvania) Council.

- **"P.T.A. UNLIMITED,"** a play written by a local P.T.A. member, enlivened the Founders Day observance of the Harrisburg (Pennsylvania) City Council. The play's action took place on a National Congress train traveling through time from 1897 to 1961. The train stopped long enough at 1897, 1910, 1924, 1942, and 1954 for the conductor to point out to an interested traveler some of the significant milestones in P.T.A. history.

- **A FOUNDERS DAY SHOWING** of the film that starred their children and teachers in classroom settings offered Cornelius (North Carolina) members and guests a vivid view of day-to-day activities in the school.

- **WITH AN ORIGINAL PLAY,** "The How's and Why's of the P.T.A.," written by one of its members, the Hickory Grove (South Carolina) P.T.A. dramatized achievements that undergird the parent-teacher organization. In the play a worried P.T.A. program chairman hears the voices of the Founders and the current local and national presidents, who provide inspiration for the Founders Day program she's planning. As each achievement is highlighted, a nearby oak tree "grows" a new leaf.

- **THE FOUNDERS DAY OBSERVANCE** of the Lauderdale Manors School P.T.A. (Fort Lauderdale, Florida) included a birthday party, where everyone sat at a table labeled and decorated appropriately for the month of his own birthday. Each table was picturesquely centered with a birthday cake and decorative container, which provided means for receiving the P.T.A. birthday gift for children.


OBJECTS
of PARENT-TEACHER ASSOCIATIONS
To PROMOTE the welfare of children and youth in home, school, church and community
To RAISE the standards of home life
To SECURE adequate laws for the care and protection of children and youth
To BRING into closer relation the home and the school that parents and teachers may cooperate intelligently in the training of the child
To DEVELOP between educators and the general public such united efforts as will secure for every child the highest advantages in physical, mental, social, and spiritual education

• To rededicate themselves to the P.T.A. Objects, delegates at the Utah Congress convention shared in a ceremony that would be equally appropriate for a Founders Day observance. The poster shown here was highlighted on the speaker's platform (as it was throughout the convention) while Mrs. Rex Whiting, now fourth vice-president of the congress, read an inspiring message she had compiled from "Where Children Come First." She concluded her presentation by asking everyone at the meeting to join with her in reading the Objects.

- **TEN FORMER HEADS** of the Hazard (Kentucky) P.T.A. were presented with past president's pins at its 1961 Founders Day meeting. Preceded by plentiful publicity and personal invitations to every potentially interested person, the meeting was judged by the unit as one of its most successful ventures. The significant Founders Day gift received was partially attributed to the P.T.A. seal-decorated envelope enclosed in each program for the event.

- **THE THEME** "Yesterday, Today, and Tomorrow," chosen by the Henry Clay P.T.A. (Louisville, Kentucky) for its Founders Day program, launched an interpretation of the P.T.A. program—"yesterday," with a summary of activities; "today," with a demonstration of teaching aids by teachers and the principal; and "tomorrow," with an explanation of scholarships available to future teachers.

- **BY COUPLING INTRODUCTION** of past presidents to a review of accomplishments in their administrations the Whittier P.T.A. (Salina, Kansas) provided members and guests with a Founders Day accounting of unit progress.

- **"IT'S A GREAT ORGANIZATION!"** a Founders Day skit published in the November 1960 *National Congress Bulletin,* was adapted by members of the Grover Cleveland P.T.A. (Chicago, Illinois) for their Founders Day presentation. According to the unit's president, several parents of kindergarten children commented that the skit had given them a better insight into what the P.T.A. really stands for.

- **A DISCUSSION** of "Down-to-Earth Benefits of the P.T.A.," led by the state reading and library service chairman, highlighted the Washington P.T.A.'s (Norfolk, Nebraska) Founders Day program. Later on members and guests were privileged to cultivate a "money tree," which would yield funds for growth in the kind of P.T.A. services they had been discussing.

- **THE GENEROUS COOPERATIVE EFFORTS** shared by members of the Elementary–Junior High P.T.A. (Rome, New York) resulted in an inspirational Founders Day program that commemorated local, state, and national birthdays. Taking part in the tableau "We Rekindle Our Faith," which highlighted the P.T.A. Objects, were persons representing Mrs. Birney and Mrs. Hearst and such P.T.A. ideals as Faith in God, Faith in Our Country, Faith in Our Community, Faith in the Free Public School System, Faith in Our Homes, and Faith in the Parent-Teacher Movement. The narrators were the school principals.

- **THE EXCELLENT PUBLICITY** achieved by P.T.A.'s in Buffalo, New York, was representative of that obtained by many local units in their efforts to take full advantage of the 1961 Founders Day opportunity. One newspaper article, titled "P.T.A. Founders Had a Dream: A Better World for Children," launched a description of local unit action to promote the P.T.A. Objects with a story of the founding of the National Congress. Pictures with the article showed the Buffalo Council president visiting a classroom and members of School No. 72 P.T.A. in turn-of-the-century dress.

- **WHILE THE FOUNDERS DAY GIFT** was being collected at the Founders Day meeting of the Iona (Idaho) P.T.A., a member read the poem "Parent-Teacher Membership" by Anna H. Hayes (see *Founders Day 1957* pamphlet).

SAFETY—A Vital P.T.A. Program

WE BELIEVE that every child should have an education that develops safe living habits and attitudes and should have an environment free from unavoidable physical hazards."

This belief was the basis of the conference of safety chairmen of all the state congresses that was held in September 1960 at National Congress Headquarters in Chicago. The aim of the conference was to strengthen safety work at all levels—local, council, district, state, national—and to set up yet broader programs of education and action.

The participants in the conference were deeply aware that *cooperation of every parent-teacher committee concerned with safety* is basic to strengthened safety programs. Such united effort has indeed served to make life safer for children and youth. This fact is overwhelmingly evident from reports made since the national conference. Chairmen from all levels of the parent-teacher organization worked together and with representatives of cooperating organizations. At least twenty state congresses held state-wide follow-up conferences, and other conferences are in the planning stages. Local groups trained and were trained in workshops. State bulletins carried safety information and recommendations to P.T.A. members throughout the states.

This nation-wide upsurge of safety activity is dramatically revealed in the reports of safety chairmen from many segments of our far-flung organization. Here are some of the high lights.

• Some 250 children had to follow this hazardous and difficult route to and from school each day before the Montclair P.T.A. (Corpus Christi, Texas) undertook its campaign for safe, adequate accesses to its school.

State Legislation

STATE CONGRESSES vigorously supported state legislation that. . .

• Established safety coordinating agencies. • Supported uniform motor vehicle code provisions. • Established an interstate drivers' license compact. • Improved vehicle registration and driver licensing procedures. • Set speed limitations.

• Devised a point system for traffic violators. • Required duplicate traffic tickets (to prevent ticket fixing). • Required periodic inspection of motor vehicles. • Increased the number of personnel for highway patrols.

• Set 16 as the minimum age for driver licensing and restricted driving by 16-year-olds to daylight hours. • Set 16 as the minimum age for motor scooter operators. • Restricted the number of children who could ride at one time in a public or private conveyance to and from school. • Established uniform speed laws in areas adjacent to school properties. • Provided greater safety for children entering or leaving school buses by establishing procedures for cars following or approaching the buses.

• Restricted the sale and transportation of fireworks. • Strengthened fire prevention laws. • Put restrictions on sales of lye. • Set up regulations for sales of pistols and switchblade knives. • Required the listing of ingredients contained in cleaning solutions and other household items, such as sprays.

Community Safety

P.T.A.'S SPONSORED and/or participated in an impressive number of projects and programs designed to stress general *community safety*. Local units and councils. . .

• Helped to organize community safety committees. • Actively supported local officials who were charged with responsibility for public safety. • Cooperated in the safety projects of local health departments and chapters of the American National Red Cross. • Promoted first-aid courses, safety programs for physically handicapped children, and learn-to-swim programs. • Held youth safety conferences (in cooperation with other groups). • Showed fire prevention films. • Demonstrated kite safety, use of a resuscitator, mouth-to-mouth respiration (with films). • Gave quizzes on safety practices at P.T.A. meetings. • Held study courses, using *Signals for Safety* and its study guide. • Put on a clean-up program. • Followed up suggestions made by committees on alcohol education.

Home Safety

P.T.A.'S UNDERSCORED the importance of *home safety* by. . .

• Demonstrating safe uses of electrical appliances, pesticides, cleaning agents, medicines, Christmas trees, guns, and archery equipment. • Presenting programs on farm safety, preschool safety orientation, hobby safety. • Conducting discussions on precautions necessary in various rooms of the home. • Holding classes for baby-sitters. • Distributing safety check lists, lists of poisonous plants and bulbs, and lists of common poisons and their antidotes.

• Arranging "stay-at-home safety parties" in lieu of a regular P.T.A. meeting. (Members checked their homes with safety lists

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P.T.A. SAFETY SLIDEFILM

HOW P.T.A.'s CARRY OUT various programs in traffic safety is vividly depicted in the new safety slidefilm, *One To Grow On*, produced by the National Congress in cooperation with the Automotive Safety Foundation. Along with this 35mm color film come a narration recorded on a 12-inch 33⅓rpm disk, a multilithed copy of the narration, and instructions for showing. The film runs for 15 minutes. It will be ready for distribution on November 15.

Parent-teacher groups will find this timely film particularly appropriate for showings at state conventions, district conferences, workshops, and leadership training classes—and at local unit meetings as well.

The complete film kit may be bought for the very low price of $6.50 from the National Congress of Parents and Teachers, 700 North Rush Street, Chicago, Illinois. It is not available for rental.

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prepared from *Signals for Safety*, a National P.T.A. publication). • Putting on a "Safetacular Program" or "Carnival of Caution," where exhibits covered safe practices and accident prevention.

School Safety

P.T.A.'S CARRIED ON a wide range of programs and projects to give special emphasis to *school safety*. They. . .

• Inspected school buildings in cooperation with school administrators. • Surveyed safety problems in and around the schools, aided by the students. Findings were analyzed and presented to school and city authorities. • Helped to secure new fire doors and fire shield ceilings for school buildings.

• Successfully focused efforts on providing fences for school grounds; adult crossing guards; paved school parking lots; traffic lights at school corners; adult supervisors for playgrounds during the lunch hours; improved playground programs and lighting in and outside the school buildings; first-aid supplies for schools and school buses; and fire extinguishers for school buses.

• Centered programs and surveys on the parking hazards and traffic congestion caused by cars taking children to and from schools. • Arranged to close the high school campuses to cars at noon. • Produced a movie on safety in which the setting was the school and its grounds and the actors were students, P.T.A. members, an ambulance attendant, and police officers.

• Cooperated in developing school traffic rules and in setting up and maintaining standards for school bus discipline. • Suggested that students be registered for the School Safety Honor Roll.

Traffic Safety

P.T.A. ACTION centered on *traffic safety* also safeguarded children. Local units and councils. . .

• Eliminated blind corners with the trimming of trees and shrubbery. • Secured gates at railroad crossings; school zone signs in rural areas; bicycle racks on school grounds; and wider streets near the schools. • Purchased brushes, paints, and stencils and painted "Look Before Crossing" on sidewalks adjacent to the schools.

• Promoted bicycle inspections and skill tests; safe holiday driving; bicycle licensing ordinances; an agreement that children below the fourth grade would not ride bicycles to school; parent-student codes on teenagers' use of automobiles. • Visited traffic courts. • Held community forums on teenage driving.

• Transcribed *Sportsmanlike Driving* into Braille to familiarize blind students with pedestrian rules and give them some knowledge about the operation of motor vehicles. • Demonstrated bicycle safety. • Distributed bumper strips saying "Drive Carefully, Schools Open." • Arranged for adult driver education courses.

• A meeting of the Alaska Congress board of managers in Anchorage was the occasion for this get-together last August. Photographed here as they explore "The PTA Magazine" are (from left) Mrs. Robert C. Cole, Alaska Congress president; Mrs. James C. Parker, immediate past national president, who, while visiting her daughter in Alaska, took time out to make a brief call at the meeting; and Mrs. George Tonkin, Jr., vice-president from Region VII, who represented the National Congress at a series of P.T.A. workshops in Alaska.

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Project HOPE

• In September 1960, Project HOPE (Health Opportunity for People Everywhere) sent the *SS Hope I*, a floating medical training center, on a year-long trip to Southeast Asia. Its mission: to share this country's modern medical knowledge and skills with the newly developing countries. Project HOPE is an activity sponsored by the People-to-People Health Foundation, which is an outgrowth of the people-to-people program initiated by President Eisenhower in 1954 to promote world peace by increasing understanding and friendship between the people of the United States and those of other nations.

The permanent medical staff of the *SS Hope I* includes 15 physicians—top specialists in the key fields of medicine—2 dentists, 25 nurses, and 30 aides. Volunteer teams of up to 35 physicians are flown to the ship on a rotating basis for tours of four months.

HOPE is essentially a teaching program, one of healing while teaching. Part of the medical staff works on shipboard, and part on mobile, inland teams. They work with physicians, surgeons, dentists, health and sanitation officers, nurses, midwives, and technicians, passing along knowledge of modern techniques and working conditions. Shipboard training is carried on in operating rooms and patient wards, as well as in classrooms, and is often aided by movies, filmstrips, and other visual devices.

√ CHECK YOUR CALENDAR

Human Rights Day, December 10, the anniversary of the adoption of the Universal Declaration of Human Rights. Information and aid for human rights programs are available to P.T.A.'s from the U.S. National Commission for UNESCO, Washington 25, D. C.

Founders Day 1962, February 17.

1962 National Congress Convention, May 20–23, Portland, Oregon.